

11 204

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	SU	530P-6P	30 ROCK	:30	\$250.00	10/14-10/14	0	0	0	\$0.00	
Rating: 1.3												
Sales Remark: V3 CXL												
V3 Comment Changed, Spots/week Changed												
	2	TH	7P-9P	DEBATES 10.11 16 22	:30	\$5,000.00	10/11-10/11	1	1	1	\$5,000.00	
Rating: 7.3												
	*3	W-F	4P-5P	DR OZ	:30	\$200.00	10/10-10/12	1	1	1	\$200.00	
Rating: 1.2												
Sales Remark: V3 REV												
V3 More than 2 codes changed												
	4	TH	4P-5P	DR OZ	:30	\$200.00	10/11-10/11	1	1	1	\$200.00	
Rating: 1.2												
	5	F	4P-5P	DR OZ	:30	\$200.00	10/12-10/12	1	1	1	\$200.00	
Rating: 1.2												
	6	M	4P-5P	DR OZ	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
Rating: 1.2												
	*7	TU	5A-530A	GOOD DAY UTAH	:30	\$195.00	10/09-10/09	0	0	0	\$0.00	
Rating: 1.1												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

Rep Order# 9837802 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 10/09/2012 10:56 AM  
Last Received: 10/09/2012 10:31 AM  
Showing Buylines: All Lines

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# C09C15  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/C09C15  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
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	*8	W	5A-530A	GOOD DAY UTAH	:30	\$275.00	10/10-10/10	1	1	1	\$275.00	
Rating: 1.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

	*9	TH	5A-530A	GOOD DAY UTAH	:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
Rating: 1.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

	*10	M	5A-530A	GOOD DAY UTAH	:30	\$275.00	10/15-10/15	2	1	2	\$550.00	
Rating: 1.1												
Sales Remark: V3 REV-												
V3 More than 2 codes changed												

	*11	TU	530A-6A	GOOD DAY UTAH	:30	\$195.00	10/09-10/09	0	0	0	\$0.00	
Rating: 1.6												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

	*12	W	530A-6A	GOOD DAY UTAH	:30	\$250.00	10/10-10/10	2	1	2	\$500.00	
Rating: 1.6												
Sales Remark: V3 REV-												
V3 More than 2 codes changed												

	*13	TH	530A-6A	GOOD DAY UTAH	:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

	*14	F	530A-6A	GOOD DAY UTAH	:30	\$275.00	10/12-10/12	1	1	1	\$275.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*15	M	530A-6A	GOOD DAY UTAH	:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
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Rating: 1.6  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

	16	W	6A-7A	GOOD DAY UTAH	:30	\$415.00	10/10-10/10	1	1	1	\$415.00	
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	17	TH	6A-7A	GOOD DAY UTAH	:30	\$415.00	10/11-10/11	1	1	1	\$415.00	
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	18	F	6A-7A	GOOD DAY UTAH	:30	\$415.00	10/12-10/12	1	1	1	\$415.00	
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	19	M	6A-7A	GOOD DAY UTAH	:30	\$415.00	10/15-10/15	1	1	1	\$415.00	
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	20	TU	7A-8A	GOOD DAY UTAH	:30	\$415.00	10/09-10/09	1	1	1	\$415.00	
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	21	W	7A-8A	GOOD DAY UTAH	:30	\$415.00	10/10-10/10	1	1	1	\$415.00	
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	22	TH	7A-8A	GOOD DAY UTAH	:30	\$415.00	10/11-10/11	1	1	1	\$415.00	
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	23	F	7A-8A	GOOD DAY UTAH	:30	\$415.00	10/12-10/12	1	1	1	\$415.00	
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	24	M	7A-8A	GOOD DAY UTAH	:30	\$415.00	10/15-10/15	1	1	1	\$415.00	
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LT Ln Day Time Program

25 TU 8A-9A GOOD DAY UTAH

Rating: 3.0

Len

:30

Rate

\$415.00

Dates

10/09-10/09

Spots/Week

1

# of Weeks

1

Total Spots

1

Total Cost

\$415.00

Daypart

26 W 8A-9A GOOD DAY UTAH

Rating: 3.0

27 TH 8A-9A GOOD DAY UTAH

Rating: 3.0

28 F 8A-9A GOOD DAY UTAH

Rating: 3.0

29 M 8A-9A GOOD DAY UTAH

Rating: 3.0

\*30 SA 7A-9A GOOD DAY UTAH

Rating: 3.2

Sales Remark: V3 ADD

V3 Comment Changed, Spots/week Changed

31 SU 7A-9A GOOD DAY UTAH

Rating: 4.2

\*32 W-F 3P-4P JUDGE JUDY

Rating: 1.6

Sales Remark: V3 REV

V3 More than 2 codes changed

\*33 W-F 9A-10A LIVE WITH KELLY

Rating: 1.3

Sales Remark: V3 REV

V3 More than 2 codes changed

34 W 9A-10A LIVE WITH KELLY

Rating: 1.3

:30

\$150.00

10/10-10/10

1

1

1

\$150.00

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44	M	12P-1230P NEWS	:30	\$195.00	10/15-10/15	1	1	1	\$195.00
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	*45	SU	9A-10A	NEWS	:30	\$440.00	10/14-10/14	1	1	1	\$440.00	

Rating: 1.9  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

	*46	TU	5P-530P	NEWS	:30	\$440.00	10/09-10/09	0	0	0	\$0.00	
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Rating: 1.4  
Sales Remark: V3 CXL  
V3 Comment Changed, Spots/week Changed

	*47	W	5P-530P	NEWS	:30	\$550.00	10/10-10/10	1	1	1	\$550.00	
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Rating: 1.4  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

	*48	F	5P-530P	NEWS	:30	\$550.00	10/12-10/12	1	1	1	\$550.00	
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Rating: 1.4  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

	*49	M	5P-530P	NEWS	:30	\$550.00	10/15-10/15	1	1	1	\$550.00	
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Rating: 1.4  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

	*50	TU	530P-6P	NEWS	:30	\$550.00	10/09-10/09	1	1	1	\$550.00	
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Rating: 2.1  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

	*51	W	530P-6P	NEWS	:30	\$550.00	10/10-10/10	1	1	1	\$550.00	
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Rating: 2.1  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

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59 11H 9P-1005P NEWS

:30	\$1,650.00	10/1
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Daypart

1	1	\$1,650.00
1		

1	1	1	\$880.00
1	1		

1	1	\$1,650.00
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1	1	1	\$500.00
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0	0	0	\$0.00
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1	1	1	\$550.00
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1	1	1	\$550.00
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9530.00 T T T



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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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\*68 SA 10P-1035P FOOTBALL FEVER  
Rating: 2.0  
Sales Remark: V3 REV  
V3 More than 2 codes changed

\*69 TU 630P-7P SEINFELD  
Rating: 1.4  
Sales Remark: V3 NA  
V3 Comment Changed, Spots/week Changed

\*70 W 630P-7P SEINFELD  
Rating: 1.4  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

\*71 TH 630P-7P SEINFELD  
Rating: 1.4  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

\*72 M 630P-7P SEINFELD  
Rating: 1.4  
Sales Remark: V3 NA  
V3 More than 2 codes changed

\*73 SA 630P-7P SEINFELD  
Rating: 3.5  
Sales Remark: V3 NA  
V3 Comment Changed, Spots/week Changed

\*74 SA 6P-630P SIMPSONS  
Rating: 2.7  
Sales Remark: V3 NA  
V3 Comment Changed, Spots/week Changed

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	*75	SU	10P-1030P	SPORTS PAGE	:30	\$660.00	10/14-10/14	1	1	1	\$660.00	

Rating: 2.8  
Sales Remark: V3 REV  
V3 Comment Changed, Rate Changed

76	W	7P-9P	X FACTOR	:30	\$3,080.00	10/10-10/10	1	1	1	\$3,080.00	
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Rating: 11.0

---REPORT TOTALS---

Report Totals: 69 / \$39,625.00

---SALES MONTHLY TOTALS---

Oct 12: 69 / \$39,625.00

Sales Totals: 69 / \$39,625.00

Station Totals: 69 / \$39,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$134,004	CABL 0%	KDLU 0%	KJZZ 1%	KSL 22%	KSTU 29%
		KTVX 22%	KUCW 0%	KUTV 24%	UNKB 0%	UNKN 0%

Books null  
Demos RA35+